

Message Text

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43

ACTION EB-11

INFO OCT-01 NEA-10 ADP-00 COME-00 CIAE-00 INR-10 NSAE-00

RSC-01 L-03 RSR-01 TRSE-00 HEW-08 STR-08 /053 W

----- 116633

R 051327 Z MAY 73

FM AMEMBASSY JIDDA
TO SECSTATE WASHDC 3828
INFO AMEMBASSY BEIRUT

UNCLAS JIDDA 1839

STATE PASS COMMERCE

E. O. 11652: N/ A
TAGS: ETRD, SA
SUBJECT: NEW SAUDI LABELING REQUIREMENTS

1. EMBASSY HAS RECEIVED TWO LETTERS, ONE FROM C. E. RYAN OF J. T. GIBBONS, NEW ORLEANS AND OTHER FROM AMEMBASSY BEIRUT ON BEHALF OF GENERAL FOODS M. E. REP, REQUESTING EMBASSY PROTEST NEW SAUDI LABELING REQUIREMENTS.

2. SAUDI DISTRIBUTORS BEING REQUIRED SIGN FOLLOWING UNDERTAKING: QUOTE WE (DISTRIBUTOR) HEREBY UNDERTAKE THAT ALL THE GOODS IMPORTED BY US SHALL COMPLY WITH THE STANDARD SPECIFICATIONS FOR FOODSTUFFS APPLIED IN SAUDI ARABIA AND SHALL INSURE THAT THE LABELS CONTAIN THE FOLLOWING: (1) DETAILED STATEMENT INDICATING THE CONTENTS OF THE CAN, PACKAGE, ETC.; (2) FULL NAME AND ADDRESS OF MANUFACTURER; (3) AGENT OR DISTRIBUTOR IN SAUDI ARABIA; (4) DETAILS OF MATERIALS ADDED TO THE CONTENT OF THE CAN AND COMPUTATIONS (???) OF SUCH ADDITIONS; (5) WEIGHT AND NUMBER OF UNITS IN THE CAN OR PACKAGE; (6) PACKING DATE; (7) EXPIRY DATE OF CAN'S MATERIALS; (8) ALL THE INFORMATION SHOULD BE PRINTED IN ONE OF THE INTERNATIONAL LANGUAGES, I. E., ENGLISH OR FRENCH, IN ADDITION TO THE LANGUAGE OF THE MANUFACTURER'S COUNTRY; ARABIC LANGUAGE SHOULD BE GIVEN PREFERENCE IF POSSIBLE;

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(10) MANUFACTURER'S CODE NUMBER . END QUOTE.

3. WE NOTE PRIMARY OBJECTION PREVIOUS SAUDI LABELING REQUIREMENTS, THAT IMPORTANT ITEMS BE IN ARABIC, NOT REQUIRED BY NEW REGULATION. FROM TWO LETTERS RECEIVED, HOWEVER, IT APPEARS THAT CERTAIN ITEMS, I. E., REQUIREMENT TO HAVE NAME OF AGENT OR DISTRIBUTOR ON LABEL, MAY BE EQUALY BURDENSOME.

4. ACTION REQUESTED. REQUEST COMMERCE CONTACT MAJOR U. S. FOOD EXPORTERS IN ATTEMPT OBTAIN CONSENSUS OPINION ON NEW REQUIREMENTS. AS WE HAVE POINTED OUT IN PAST, IT INVITABLE AT SOME POINT THAT SOME KIND OF LABELING REQUIREMENT, EVENTUALLY PROBABLY INVOLVING ARABIC, WILL BE LEVIED. IT POSSIBLE THAT, AS HAPPENED PRIVIOUSLY, EMBASSY WILL BE ABLE TO WORK WITH LOCAL IMPORTERS IN ORDER OBTAIN FURTHER POSTPONEMENT MORE ONEROUS REQUIREMENTS. IT WOULD BE HELPFUL IF COMMERCE COULD ALSO PROVIDE EMBASSY WITH CURRENT U. S. FOOD LABELING REQUIREMENTS.

THACHER

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NMAFVVZCZ

*** Current Handling Restrictions *** n/a

*** Current Classification *** UNCLASSIFIED

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 05 MAY 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973JIDDA01839
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: n/a
Errors: n/a
Film Number: n/a
From: JIDDA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19730537/aaaaiaag.tel
Line Count: 83
Locator: TEXT ON-LINE
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: kelleyw0
Review Comment: n/a
Review Content Flags:
Review Date: 15 OCT 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <15-Oct-2001 by kuehnb0>; APPROVED <11 FEB 2002 by kelleyw0>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: <DBA CORRECTED> mcm 971215
Subject: NEW SAUDI LABELING REQUIREMENTS
TAGS: ETRD, SA
To: BEIRUT
EB
SECSTATE WASHDC
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005